MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

LML 2017 MEDIA LANGUAGES AND STRATEGIC COMMUNICATION

(All sections)

19 OCTOBER 2018
3.00 pm – 5.00 pm
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **TWO** printed pages with **THREE** sections.
2. Answer all questions in Sections A, B and C.
3. Write your answers in the Answer Booklet provided.

SECTION A: STRUCTURED QUESTIONS [12 MARKS]

Instructions: Answer **ALL** questions.

1. Briefly explain the **four (4)** varieties of media language. (8 marks)

2. Briefly explain the meaning of semiotics. (2 marks)

3. Explain the differences between "Denotation" and "Connotation". (2 marks)

SECTION B: STRUCTURED QUESTIONS [18 MARKS]

Instructions: Answer **ALL** questions.

As reviewed in class, ***"Captain America: Civil War"*** is an action film about superheroes taken from popular comic culture. The story revolves around political pressure which mounts to install a system of accountability on the Avengers. The actions of the Avengers has caused collateral damage and the loss of lives. The new status quo deeply divides the members of the team and threatens to tear the team apart.

1. Briefly explain the concept of representation by highlighting **three (3)** concepts seen within the film. (6 marks)

2. Define SWAT Codes and provide **one (1)** example for each Code in reference to the film. (8 marks)

3. Give **two (2)** examples of metaphors which were used in the film. (4 marks)

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SECTION C: SHORT ESSAY [20 MARKS]

Instructions: Answer **ALL** questions.

You are a creative copywriter for Hitz.FM and have been tasked to draft a radio script for your client, Milo, the energy drink. Milo is one of Malaysia's favorite drinks but recently Milo started a campaign to promote healthy breakfast. The campaign is "Malaysia Breakfast Day 2018" campaign which is a series of on-ground activations in several states across Malaysia. This is a call-to-action radio advertisement designed to entice the mass to join the events organised. The client has decided to target families in order to create a culture of having a healthy breakfast with a glass of Milo everyday. It promises to be a day full of activities such as a Fun Run, games, stage performances, aerobics and of course, breakfast is provided for all registrants. Deadline to register online is by 1 November 2018 at www.milo.com.my

Below are details of MILO's Malaysia Healthy Breakfast Day campaign date & venues:

Dates	Venue
3 Nov 2018	Padang Merdeka, Kuching, Sarawak
10 Nov 2018	Stadium Larkin, Johor Bahru, Johor
17 Nov 2018	Dataran Merdeka, Kuala Lumpur

Question

Write an attractive 30-second radio script that fulfills the client's brief by utilising appropriate media language to meet the client's objective. Write your script in table format according to the elements of a radio script by including script/dialogue and SFX/music. The script should include the following criteria:-

1. Key message (4 marks)
2. Target audience (4 marks)
3. Time limitation (4 marks)
4. Language (4 marks)
5. Supporting technical elements (4 marks)

End of Paper